

USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 07/26 thru 08/01. (prices in dollars per carton)

	SHELL EGG NATIONAL SUMMARY													
THIS WEEK							PREVIO	JS WEEK	(PREVIOUS YEAR				
Feature Rate		32.	.2% of 23	,200 sto	res	47	.7% of 23	3,200 sto	res	35.3% of 22,500 stores				
		X L	ARGE	LAR	LARGE		X LARGE		LARGE		X LARGE		LARGE	
			Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack	10	1.79	320	1.09			500	1.34	30	0.99	780	1.29	
G	White 18 pack			2,110	2.20	60	2.11	370	2.28			1,380	1.83	
U	Brown 12 pack			10	1.99									
L A R	USDA GRADE A													
	White 12 pack	70	1.38	590	1.16	20	1.10	5,270	1.49	10	1.79	1,860	1.12	
	White 18 pack			720	2.45			710	1.93			1,040	2.05	
.,	Brown 12 pack			170	0.99			10	1.49			10	1.19	
	USDA ORGANIC													
_	White 12 pack													
S	Brown 12 pack			990	3.93			510	4.35	130	3.50	540	3.92	
E	OMEGA-3													
	White 12 pack			1,030	2.68	80	2.76	1,350	2.58	170	2.81	550	2.53	
C	Brown 12 pack			60	2.99			170	3.49			320	3.50	
A	CAGE-FREE													
A	White 12 pack			270	2.54			1,290	2.66	50	2.79	20	1.75	
Ŧ	Brown 12 pack			1,250	2.91			1,830	2.73			80	3.12	
v	VEGETARIAN FED													
•	White 12 pack			180	2.50			120	2.99			30	2.99	
	Brown 12 pack	580	2.69	630	2.59	120	2.99	390	3.15			190	2.68	

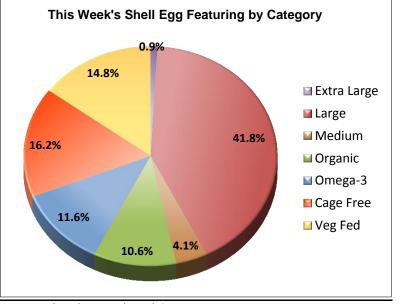
	Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen												
1.00													
1.45				1.46	1.42								
1.30		1.33	1.22										
1.15	1.15												
1.00 Jun 21-27	Jun 28-Jul-04	Jul 05-11	Jul 12-18	Jul 19-25	Jul 26-Aug-01								

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/		
Regular	4,000	6,940	5,110	Large Eggs on		
Specialty	4,990	5,860	2,080	Jul-22-2013		
Total (includes MD)	9,370	13,080	7,620	481.5		
Special Rate 4/:	0.1%	4.5%	7.1%	up 11.5%		

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

Feature activity for regular shell eggs is down significantly from last week's very active cycle. The weighted average price of Large white eggs, Grade A, or better to consumers is slightly lower. There is a substantial drop in the number of retailers offering "no price" incentives to shoppers. Medium eggs continue holding a steady place in sale flyers, however ads for Extra Large eggs remain lackluster. Featuring of specialty shell eggs is not as prevalent as last week. Cage-free and Omega-3 type eggs are still commanding the most space in circulars this week. Promotional activity for liquid eggs sharply declines and is virtually nonexistent in many regions across the country.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

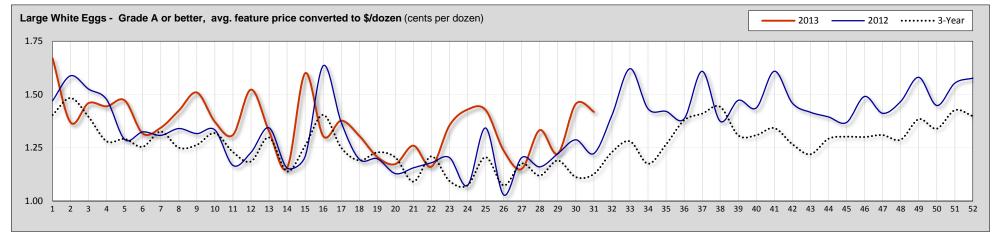
				NORTHE	ASTUS				SOUTHE	AST U.S.			MIDW	FSTUS				
	NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)							(4		C,SC,TN,VA,W\	/)	MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
Feature Rate 11 Activity Index 11 CLASS		42	2.6% of 4,600 s	sampled outlet 0 (includes Me	s		1	6.4% of 6,100 s	sampled outlets (includes Medi	27.9% of 4,200 sampled outlets Activity Index = 1,520 (includes Medium)								
			EXTRA L	LARGE			EXTRA LARGE		LAF	RGÉ		LARGE		ARGE				
		CLASS	Price Range S	Stores Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores	Avg 3/		
	20.4	White 12 pack	, , , , , , , , , , , , , , , , , , ,		<u> </u>			Ţ.	J		<u> </u>	Ĭ	,	1.25	10	1.25		
_	SDA ADE	White 18 pack			1.99	90	1.99			1.99	40 1.99			1.99	10	1.99		
	AA	Brown 12 pack																
	•	MEDIUM	W	/hite 12 pack				1	White 12 pack				White 12 pack					
		White 12 pack			0.99 - 1.98	190	1.02			1.29	20 1.29	0.99 - 1.49	70 1.38	0.88 - 1.42	320	1.26		
U	SDA	White 18 pack								2.69	440 2.69			1.48 - 1.99	110	1.84		
	ADE	Brown 12 pack			0.99	170												
	A	MEDIUM		/hite 12 pack /hite 30 pack	0.88 - 1.00	170	0.99		White 12 pack White 30 pack	0.85 - 1.00	40 0.92		White 12 pack White 30 pack	0.88 - 0.99	60	0.90		
	USDA	A ORGANIC																
s		White 12 pack																
_		Brown 12 pack			3.59 - 4.49	180	4.42			3.59	200 3.59			3.79 - 3.99	200	3.97		
	OME																	
E		White 12 pack			2.50 - 3.59	430				2.00 - 2.66	60 2.55			1.99 - 3.79	170	2.58		
Ĭ		Brown 12 pack			2.99	60	2.99											
Α	CAG	E-FREE													070	0.54		
L		White 12 pack			0.00 0.40	500	0.00			0.50 0.00	470 000			2.50 - 2.99	270	2.54		
Т	VECE	Brown 12 pack			2.99 - 3.49	530	3.33			2.50 - 2.99	170 2.69			2.50 - 2.99	290	2.56		
Υ	VEGE				2.49 - 2.50	180	2.50											
		White 12 pack Brown 12 pack	2.40 - 2.99	580 2.69	2.49 - 2.50		2.59			2.50	10 2.50			2.99	10	2.99		
		BIOWII 12 Pack	2.40 - 2.99	SOUTH CE		010	2.55		SOUTHW	/EST U.S.	10 2.30		NORTH	WEST U.S.	10	2.55		
			(AR			LIT)				II, NV)				OR,WA,WY)				
	Foo	ture Rate 1/	(AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT) 23.5% of 4,200 sampled outlets					6	· ·	sampled outlets	49.2% of 1,200 sampled outlets							
		vity Index 2/	Activity Index = 950 (includes Medium)						•	0 (includes Med		Activity Index = 1,010 (includes Medium)						
		White 12 pack	7101171	ty maox = coc	(includes Medialii)			1.79	10 1.79	0.99 - 1.79	7.0	50	1.34					
_	SDA	White 18 pack			1.79 - 2.49	500	2.02			1.99 - 2.99	260 1.03 940 2.50			0.98 - 1.50 1.48 - 1.99	530	1.91		
	ADE	Brown 12 pack								1.99	10 1.99							
4	AA	MEDIUM	V	/hite 12 pack				,	White 12 pack	1.15 - 1.25	30 1.18		White 12 pack					
		White 12 pack		·	0.99 - 1.19	60	1.07											
U	SDA	White 18 pack			2.00 - 2.69	170	2.21											
GR	ADE	Brown 12 pack																
	Α	MEDIUM		/hite 12 pack	0.88	70			White 12 pack				White 12 pack					
	HED	A ORGANIC	V\	/hite 30 pack	1.99	10	1.99	'	White 30 pack				White 30 pack					
	USDA	White 12 pack																
S		Brown 12 pack			3.00 - 3.99	140	3.59			3.50 - 3.99	260 3.98			3.99	10	3.99		
Р	OME				0.00 0.00	1-10	0.00			0.00 0.00	200 0.00			0.00		5.55		
E		White 12 pack								2.49	170 2.49			2.49	200	2.49		
C		Brown 12 pack								20	2.10			0	_00			
I	CAGI	E-FREE										1				-		
A L		White 12 pack																
- T		Brown 12 pack								2.99	40 2.99			2.49 - 2.99	220	2.53		
Y	VEGE	TARIAN FED																
•		White 12 pack														[
		Brown 12 pack																
		USDA Agricultur														2 of 3		

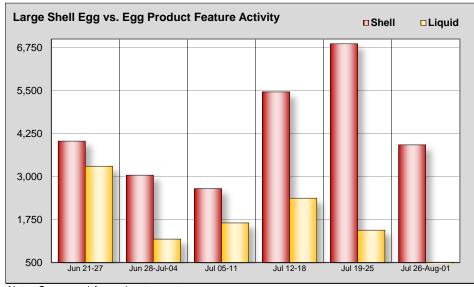


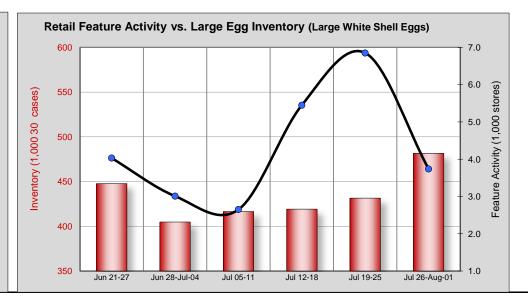
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(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST		
1/ Feature Rate	1.6%	7.3%	6.4%	4.8% of 4,60	4.8% of 4,600 sampled		1.0% of 6,100 sampled		1.4% of 4,200 sampled		0.0% of 4,200 sampled		0.0% of 2,900 sampled		1.9% of 1,200 sampled	
2/ Activity Index	270	1,440	1,480	Activity In	Activity Index = 190		Activity Index = 0		Activity Index = 60		Activity Index = 0		Activity Index = 0		dex = 20	
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	
14-16 oz. crtn	250 2.76	790 2.30	1,250 1.77	2.98 - 2.99	170 2.98			1.88 - 2.50	60 2.16					2.49 - 2.99	20 2.69	
32 oz. crtn	20 3.99	650 4.42	190 4.50	3.99	20 3.99											
3 - 4 oz. cup			40 2.79													
2 - 8 oz. cup																







Note: See page 1 for explanatory notes.